Digital Fodder

Wise Affiliate Program Review

Last updated on March 22, 2021

Disclosure: This page contains affiliate links. If you click through and purchase an item, we may earn a commission. See our terms of service for details.

Before financial technology start-ups became all the rage, there was Wise. In 2011, Wise launched to disrupt the money transfer sector. It enables people to send and receive money–internationally and locally–at mid-market exchange rates and low fees. All costs are known upfront and guaranteed for a predefined period. By contrast, many money transfer companies and banks markup exchange rates and charge high fees. Some even hide their pricing details in their terms and conditions.

Wise customers can hold 40+ currencies and get bank account details for the US, UK, Eurozone, Australia, and New Zealand through a “borderless” multi-currency account. A debit Mastercard is also available in some regions. Its business account targets freelancers, entrepreneurs, SMBs, and large companies. It’s an excellent account for paying invoices, receiving money, and batching payments. Finally, Wise manages the money transfer operations for several challenger banks, including N26, Monzo, and bunq. That speaks volumes about its services and reputation in the financial community.

Company Profile

- Founded by Taavet Hinrikus and Kristo Käärmann in 2011
- CEO: Kristo Käärmann
- Headquarters: London, United Kingdom
- 10+ offices worldwide

- 2,000+ employees
- Over nine million customers
- Customers send billions every month
- Available in 50+ countries
- Customer support and the website are available in multiple languages

Table of Contents [Hide]

Wise Affiliate Program
Program Benefits
Program Drawbacks
Making Money
Related Posts

Wise Affiliate Program

Wise has an affiliate program. Partnerize's affiliate marketing software hosts it. Let's review the benefits, drawbacks, commission rate, cookie duration, and program details. Here's a snapshot.

- Cost per action (CPA): Cost per transfer

- Commission rate: £10+
- Commission type: Single payment, nonrecurring
- Cookie duration: Lifetime
- Payout threshold: £30
- Payment options: Bank account
- Affiliate software/network: Partnerize

Program Benefits

The affiliate landing page is excellent. An affiliate landing page is supposed to be informative, and Wise hits the mark. It outlines everything that affiliates should know, except for the exact commission rate.

Affiliates can earn fantastic commissions. The standard commission rate starts at £10 and can increase with performance. Higher rates are available for business account conversions.

The commission payout threshold is low. Wise issues payments when commissions exceed £30 or the local equivalent. Payouts are sent to the affiliate's bank account, and it offers payments in five currencies.

Affiliates get a lifetime cookie. One of my biggest complaints with some programs is that their cookie/conversion windows are too short. Wise's referral period more than exceeds the 30-day industry standard and is one of a few programs to offer a cookie that doesn't expire. That's as good as it gets.

There's a full-time affiliate marketing manager. When a merchant has the staff to support publishers, it quickens processes and shows commitment.

Deep linking is available, and it's how an affiliate creates a link to a specific page on the merchant's site. Instead of using a standard homepage affiliate link, you can link to an article or product that relates to your content to increase relevance and conversion rates.

Affiliates can easily track their results and earnings. Partnerize offers satisfactory reporting capabilities to monitor your activities, including clicks, impres-

sions, sales, and commissions.

Marketing materials and creative assets are excellent and available in different languages, styles, and sizes.

Wise is a pioneer and top-rated financial technology (fintech) company. It was one of the first companies to offer mid-market exchange rates to individuals. Its low fees and transparency serve as industry benchmarks. It has won numerous awards in tech and entrepreneurial circles. Separately, I've been using Wise for years and have saved thousands on fees. It's one of a handful of tools I recommend.

Wise also has a referral program. The program is ideal for existing customers who want to promote Wise to their friends, colleagues, and business contacts. Note: you cannot combine the referral and affiliate programs to receive higher commissions.

Program Drawbacks

Wise pays attractive commission rates; however, a fixed or variable recurring commission for the life of the customer could be an appealing alternative.

Making Money

Can you make $1,000 a month as a Wise affiliate? You can and more. Wise supports you with an excellent commission rate and cookie duration. Secondly, it's carefully expanding its product line to address the needs of freelancers, entrepreneurs, travelers, and business owners, like myself. For instance, I frequently use Wise to receive payments (instead of PayPal) to avoid high fees. More products will produce more marketing opportunities.

Where should Wise rank in your marketing activities? It should be a mid priority. Wise is a top-rated company and one of the fastest-growing fintechs globally. It maintains an "excellent" rating on Trustpilot, a customer review website.

Additionally, foreign exchange (forex), money transfer, and remittance combine for trillions of dollars in transactions annually. Therefore, Wise's products and services are vital in an increasingly global business and remote working environment.

I recommend joining Wise's affiliate program because it has excellent potential, and I've made money with it. Furthermore, it's a Digital Fodder top 40 affiliate program.

Super Affiliate Marketing Course: Learn How I Built a Five-Figure Website

Related Posts

Best Recurring Affiliate Programs